to the provisions of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. As per Rule 7 (2) (viii) (A) of the Advertising Code, No advertisment shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

The Central Government has constituted an inter-ministerial Committee to take cognizance *suo-moto* or look into specific complaints regarding violation of advertising code by TV channels.

The Press in India is free from Government control and is in private hands. In pursuance of its policy to uphold freedom of Press, the Government does not interfere in its functioning. The Press Council of India (PCI) is a statutory autonomous body set up under the Press Council Act 1978, with the twin objective of preserving the Freedom of Press and of maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self regulation among the press. The Government follows a policy of non-interference in the functioning of the Council and it enjoys complete autonomy in its functioning. The Council, which is in a nature of a self regulatory body of the Press, has built "Norms of Journalistic Conduct", which cover the principles and ethics with regard to Journalism, as also guidelines on reporting specific issues of Public and National importance. As per the provisions of the Norms of Journalistic Conduct Concerning Advertisements 36(ii) - No advertisements shall be published which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants. The advisories issued by the Press Council of India, however, carry only moral force and are not enforceable in Court of Law.

**Adult contents on TV channels**

807. SHRI GIREESH KUMAR SANGHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that his Ministry would allow adult content on TV late night;

(b) if so, whether his Ministry has formulated any policy in this connection; and

(c) how would Government regulate such channels?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) No such decision regarding formulation of a policy to allow adult content to be shown on TV late at night has been taken. Programmes transmitted and retransmitted through Cable Service Network are required to adhere to Rule 6(1)(0) of the Programme Code which prescribes that no programme should be carried in the cable service which is not suitable for unrestricted public exhibition.

**Licences for FM Radio stations in Kerala**

808. SHRI N.K. PREMACHANDRAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how many licences have been issued for private sector in Kerala to start FM Radio stations and the details thereof;

(b) whether Government have conducted any study on the matter of broadcasting news by these private channels and if so, the details thereof;

(c) whether Government have taken any decision to allow the FM channels to broadcast news and current affairs and if so, the details thereof; and

(d) whether any proposal is pending with Government to allow further FM stations in Kerala and if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) 17 Letters of Intent have been issued for establishment of 17 Private FM radio stations in Kerala as follows:

| City | No. of channels |
|---|---|
| Cochin | 3 |
| Kannur | 4 |
| Thiruvanthapuram | 4 |
| Thrissur | 4 |
| Kozhikod | 2 |
| TOTAL: | 17 |